

ABSTRACT OF THE DISCLOSURE

[0087] The present invention discloses a method and apparatus of driving a liquid crystal display device improving a picture quality. In the method and apparatus, modulated data bands including at least two modulated data centering a gray scale being approximate to a gray scale value of source data are derived. An approximation is carried out in two directions perpendicular to each other within the modulated data bands to derive unregistered modulated data positioned between the modulated data, thereby modulating the source data.